

“My home should just already  
be energy efficient”

And other perceptions that make the case for stronger energy codes

DOE National Energy Codes Conference  
March 24, 2015

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For help effectively packaging and marketing your energy efficiency or environmental value proposition, contact Shelton Group, the nation's leading marketing communications firm exclusively focused in the energy and environmental arena:

<http://www.sheltongrp.com>; [jjohnson@sheltongrp.com](mailto:jjohnson@sheltongrp.com);  
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Thank you!

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**Our Vision:** Every home & building in America is energy responsible and sustainability is ordinary



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We create **a market advantage** for organizations who create a sustainable, energy-responsible future.



energypulse™

ecopulse™

b2bpulse™

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# The challenge with marketing energy efficiency



# 81%

Of people who expect to buy a new home in the next two years  
say **higher energy efficiency would cause  
them to choose** one new home over another.

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# 40%

Of people who expect to buy a new home in the next two years  
say **they're very likely to pay more for a  
high-performance home**, built to standards  
higher than ENERGY STAR.

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However...

# Perceptions

**80%**

of Americans  
think they use  
less energy  
than they did  
5 years ago

**42%**

think their  
homes are  
already  
energy  
efficient

**50%**

claim to have  
made 1-3  
efficiency  
improvements  
to their homes



# 85%

How much they expect to save if they spend  
\$4,000 on EE home improvements

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\$142

2013

\$107

2011

\$92

2009

\$71

2007

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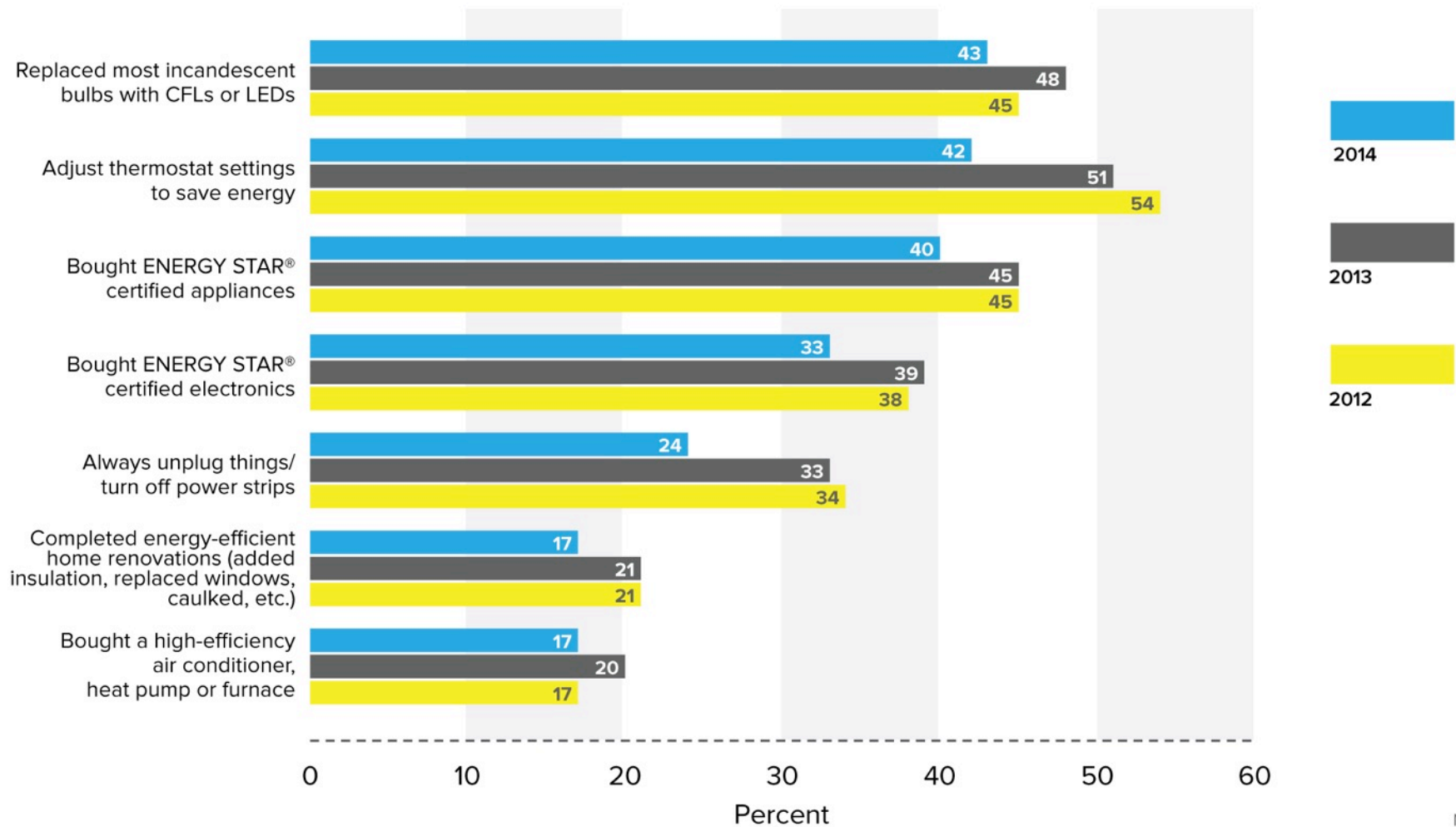
Likelihood of doing every single EE  
home improvement we track is  
down across the board

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# Energy conservation activities have declined



N=2,015

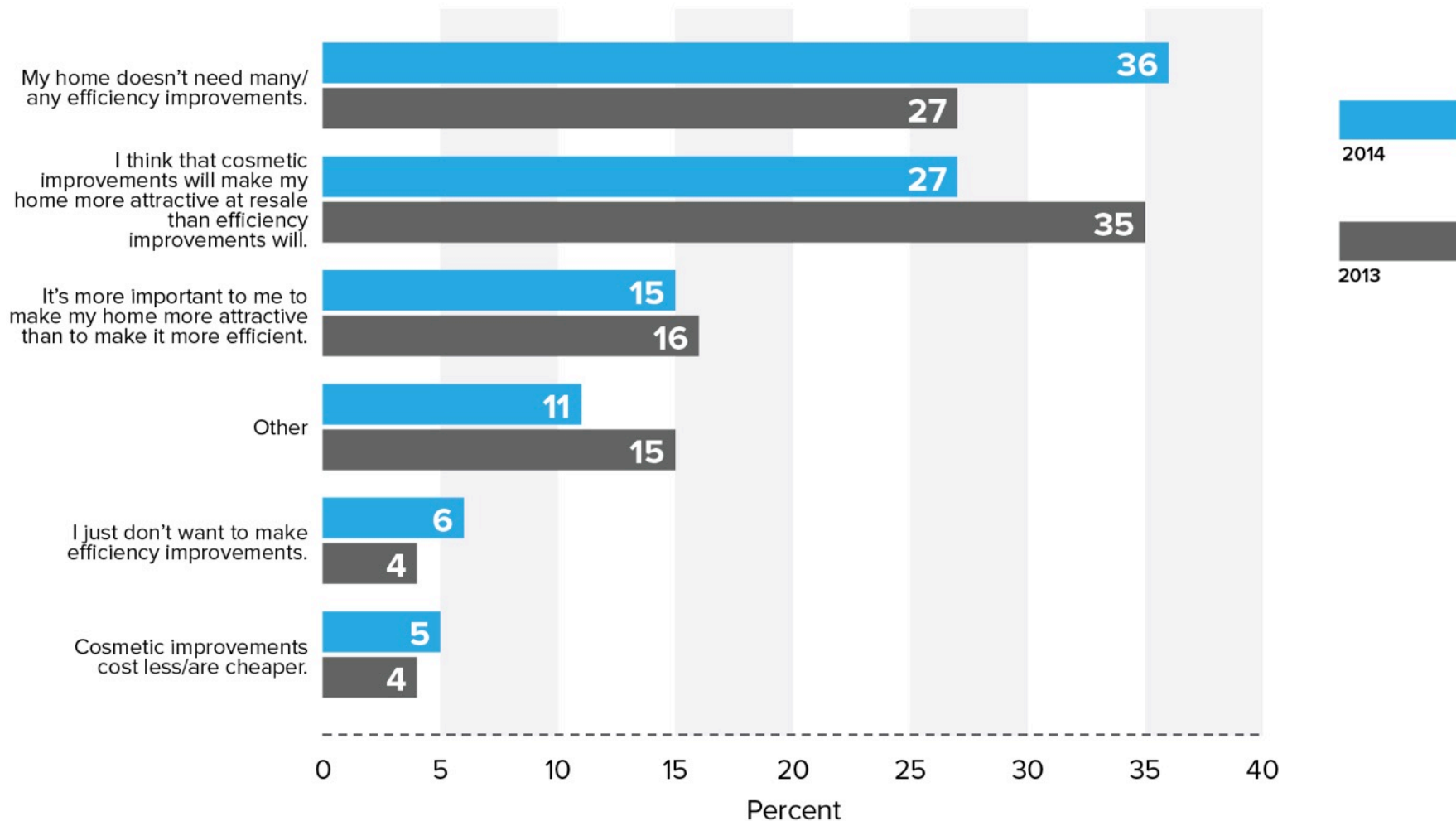
## Home Energy Activities

ecopulse™  
2014

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# They deny they have a problem & don't think efficiency is "worth it".



N=479

You say you're likely to make cosmetic improvements to your home, but earlier you said you were not likely to make very many energy efficiency improvements. Why is that?

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# 77%

of people living in a home built since 1994  
believe it is energy efficient

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# 20,943,000

Single-family homes built from 1995-2014

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# 16,000,000

homeowners believe their homes are  
efficient, simply because they were built in  
the last 20 years

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# Communication Issues

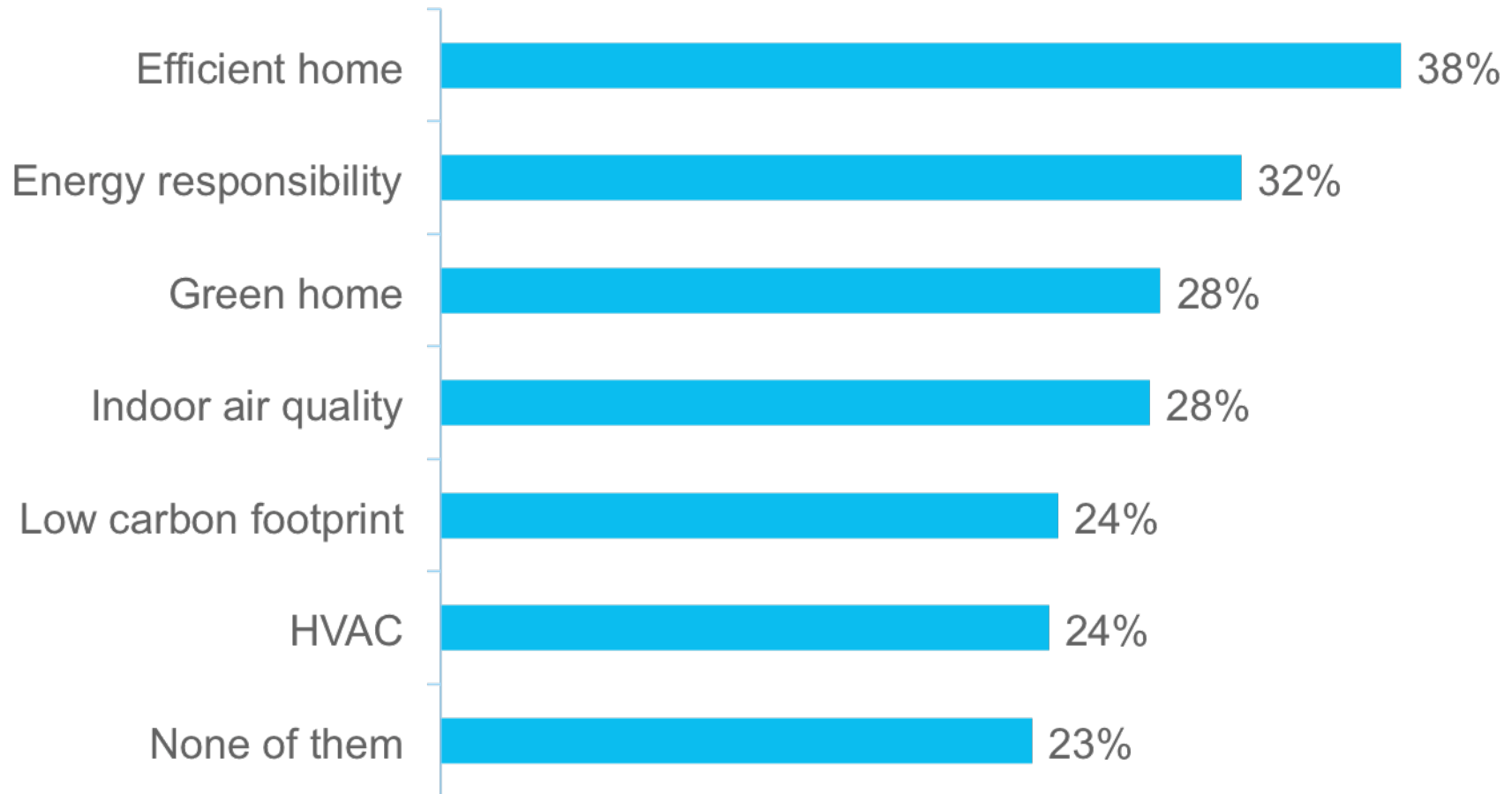
They don't know what the  
heck we're talking about  
most of the time

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## Terms or phrases you know you could confidently and correctly explain to a friend



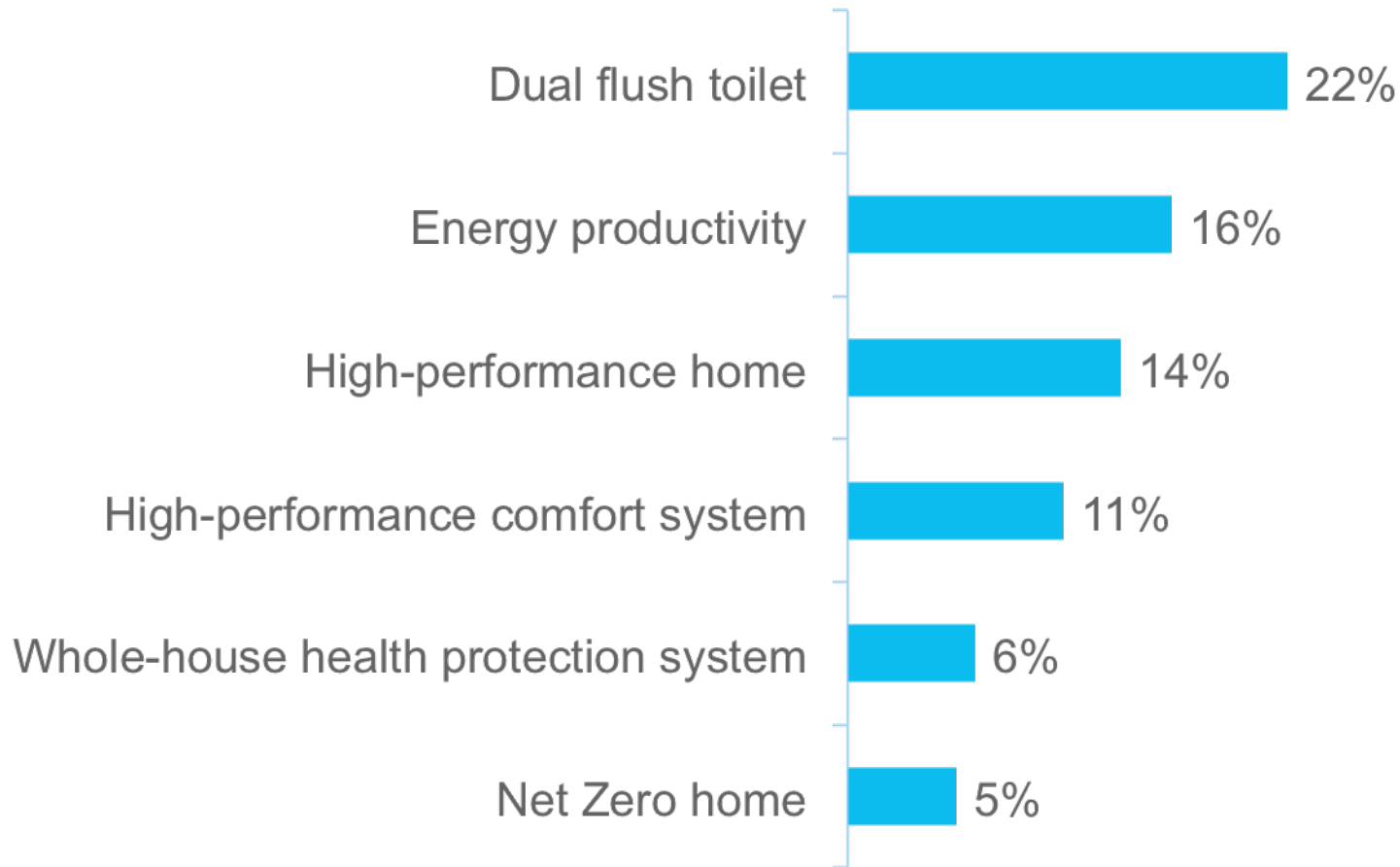
N=2,009

Source: Energy Pulse 2014

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N=2,009

Source: Energy Pulse 2014

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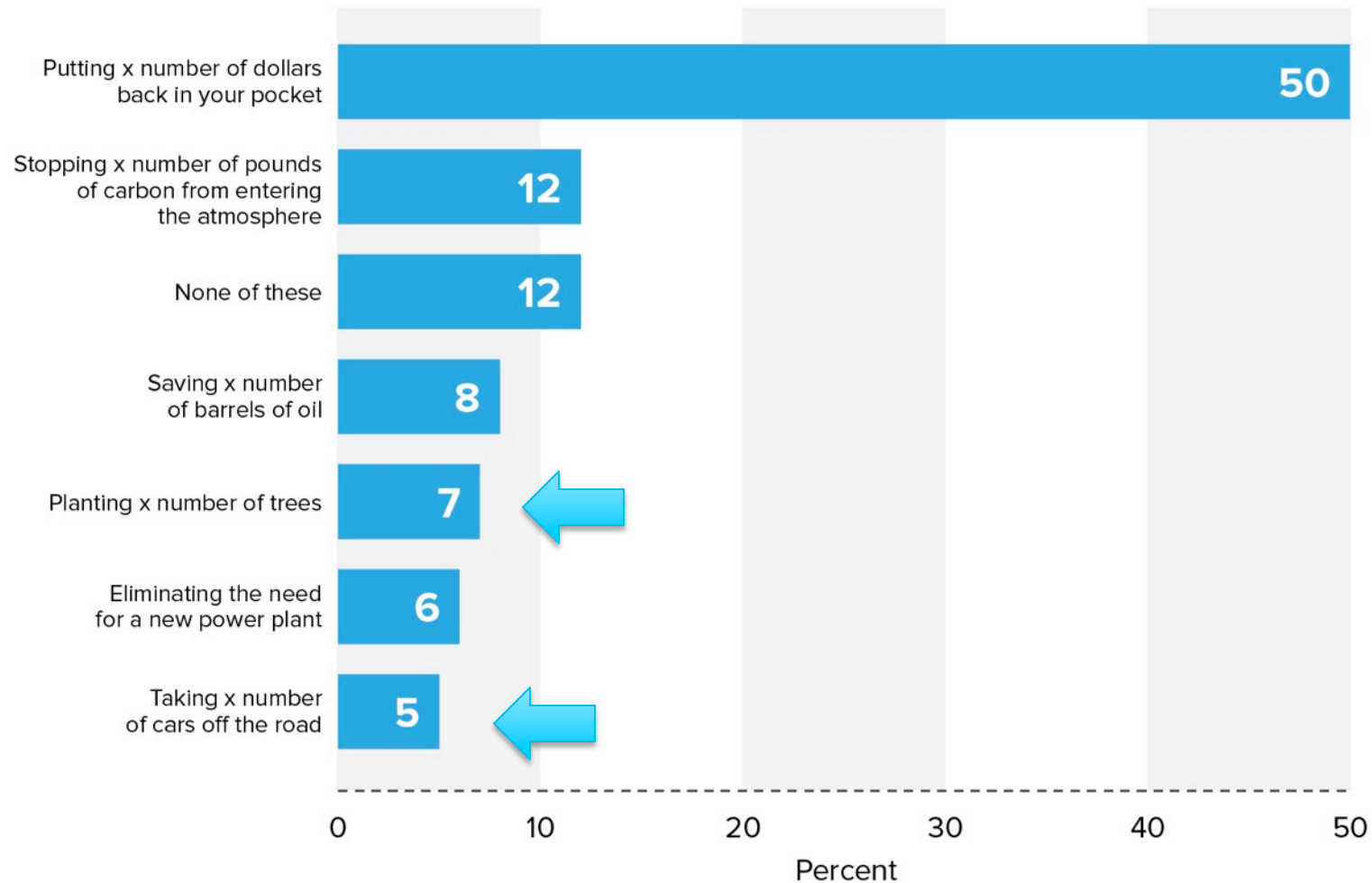
When we say “energy efficiency” 30% think we mean “install solar panels.”

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# Popular analogies don't work.



N=2,009

Thinking in terms of energy efficiency, which of the following comparison items would motivate you to make an energy-efficient improvement to your home? If you make an energy-efficient home improvement, it's like ...

energypulse™  
2014

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# 67%

Are unaware of/unfamiliar with utility rebate programs

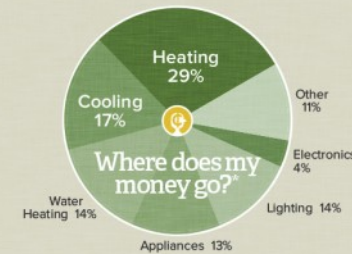
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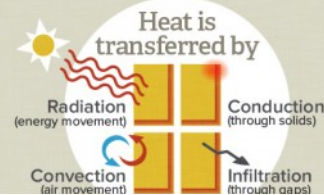


LET'S LAY DOWN  
SOME SAVINGS.



## How Window Treatments Save Money on Utility Bills

Windows can be responsible for over 25% of heating and cooling bills.\*\*



## 15 GREEN HOME PRODUCTS that can save you money and energy







We keep trying to “educate” the market

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## Other challenges

- Siloed marketing efforts; very little cross-marketing or follow-up
- Too many recommendations

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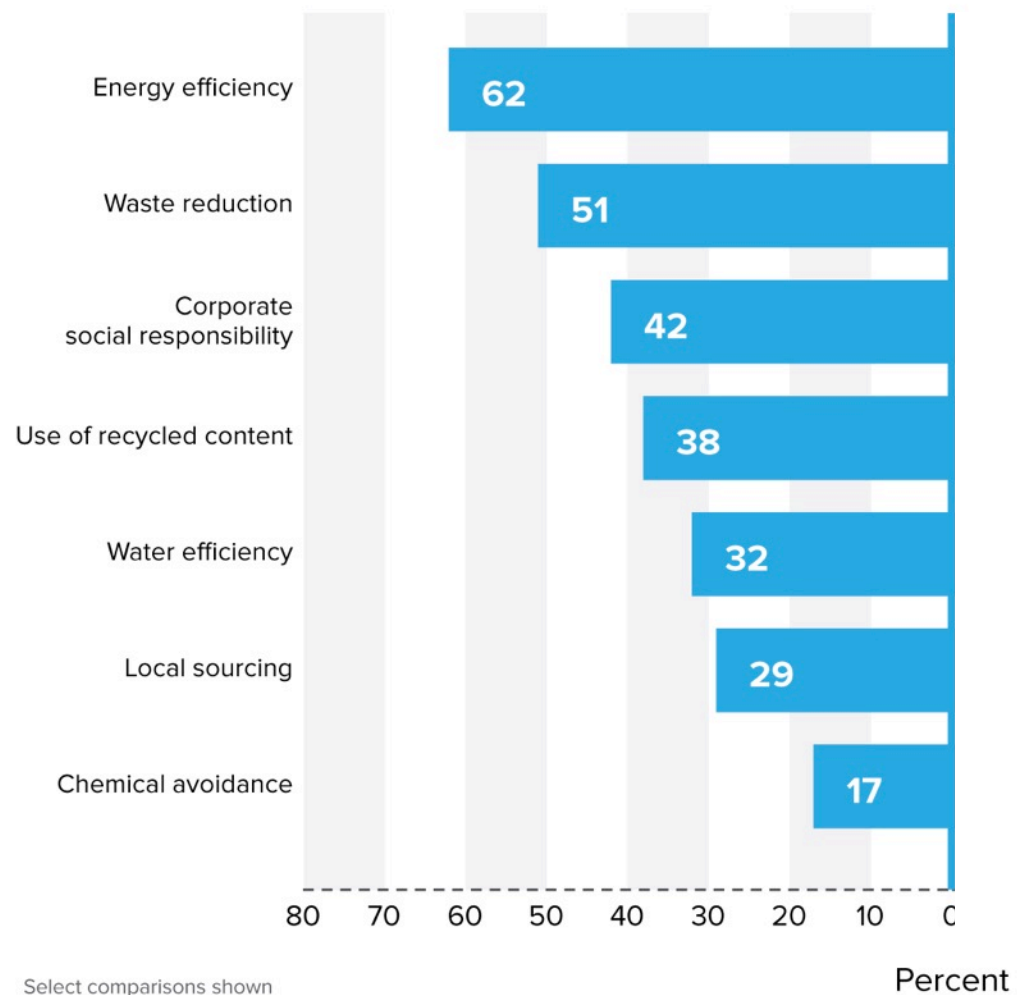
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Commercial audiences aren't that different



## Corporate sustainability goals...



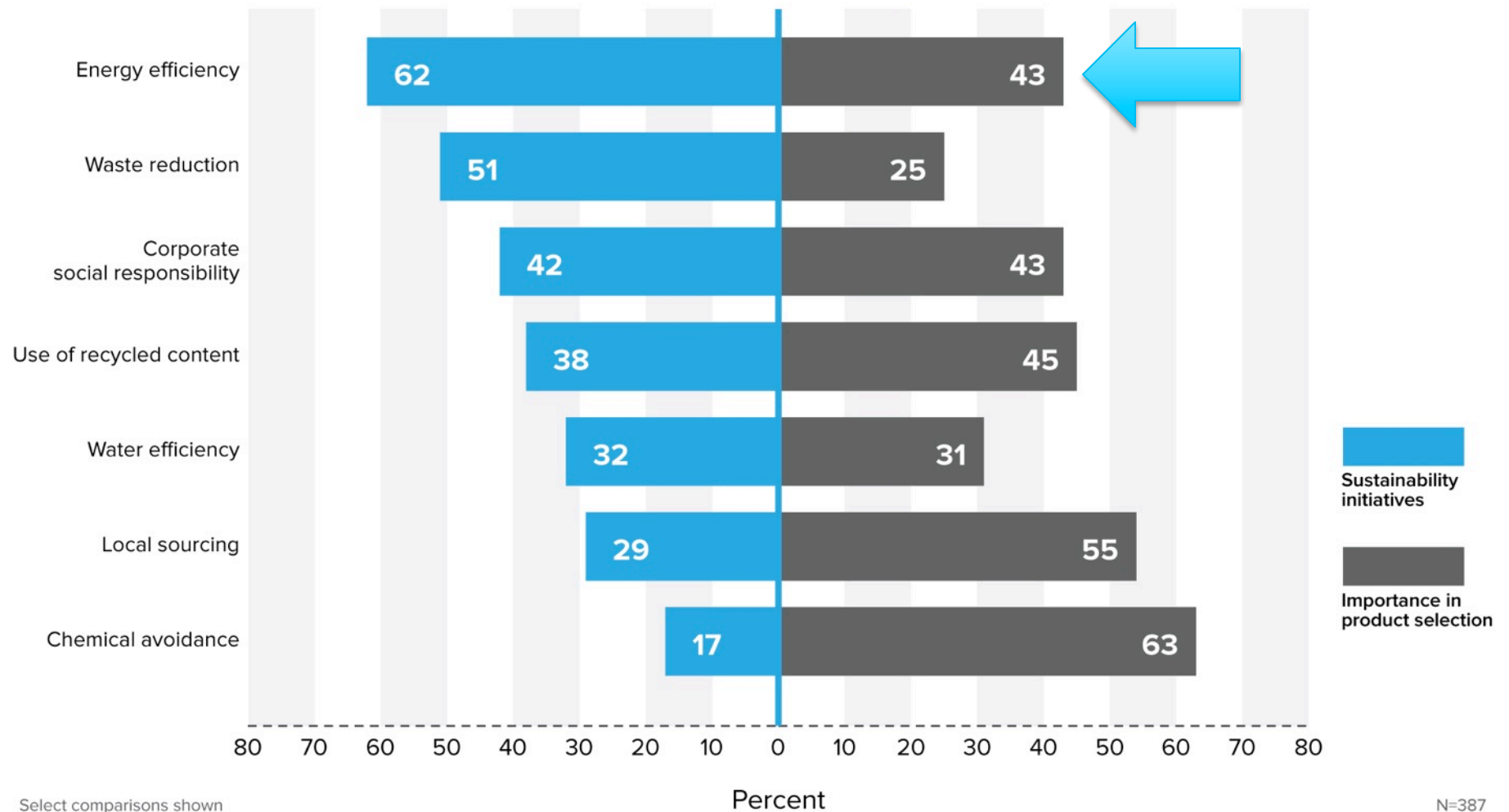
N=387

Percent of organizations with these sustainability initiatives compared to percent ranking these claims important in product selection decisions

b2bpulse™  
2013

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## Corporate sustainability goals...and criteria for product selection don't always match up.

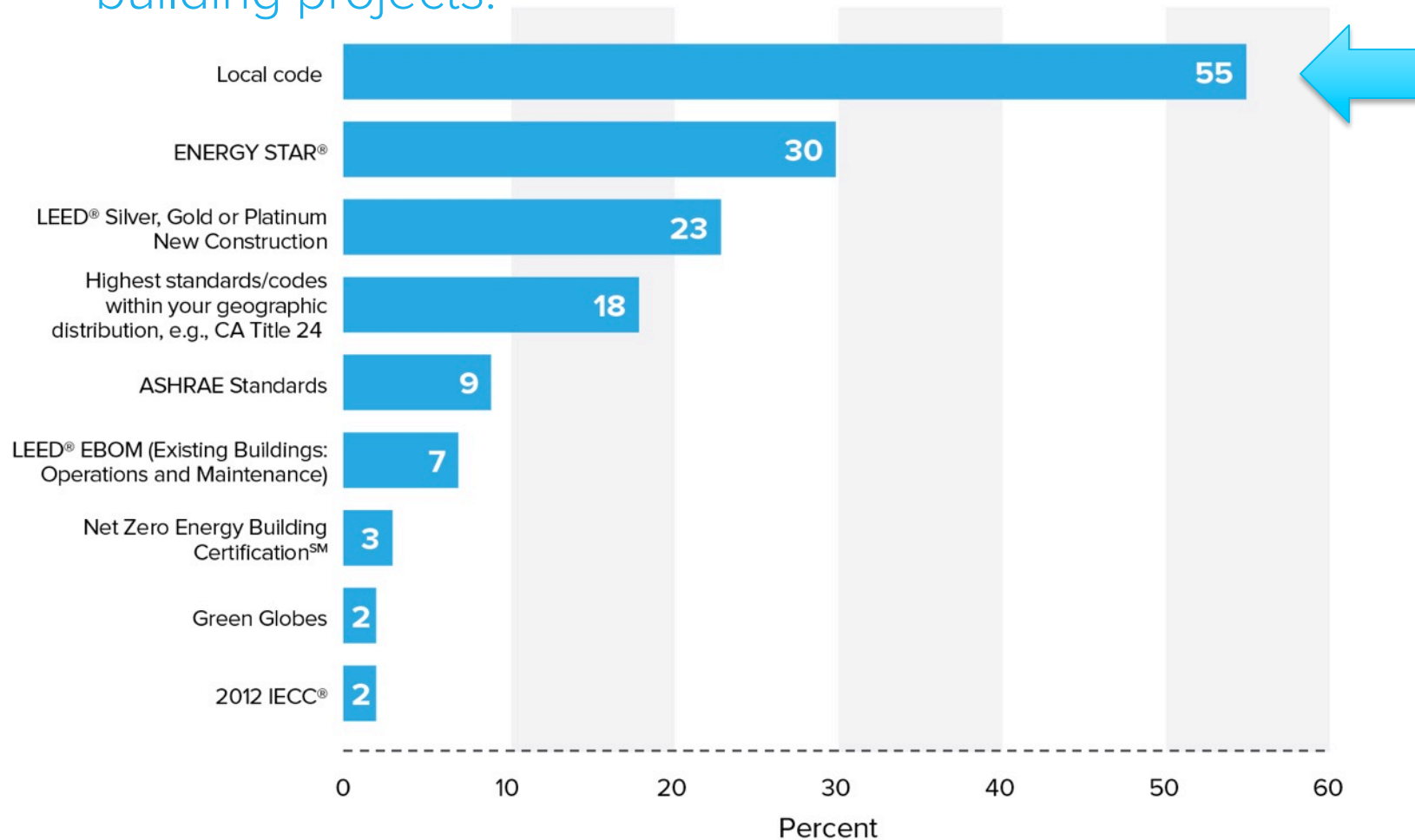


Percent of organizations with these sustainability initiatives compared to percent ranking these claims important in product selection decisions

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2013

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While most said they will simply follow local code, 30% plan to use ENERGY STAR® and 23% will follow LEED® guidelines for building projects.



N=352

As you build or renovate facilities (or in your plans for future projects), which of the following standards do you (or will you) use?

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2013

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# 53%

Of business decision-makers think their facilities are  
**already energy efficient**

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What can we do?



Connect them to the real, underlying benefits of energy efficiency that they actually care about

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“Get it” that they  
want better  
homes

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Better homes =  
beautiful AND  
comfortable

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They want it done  
for them

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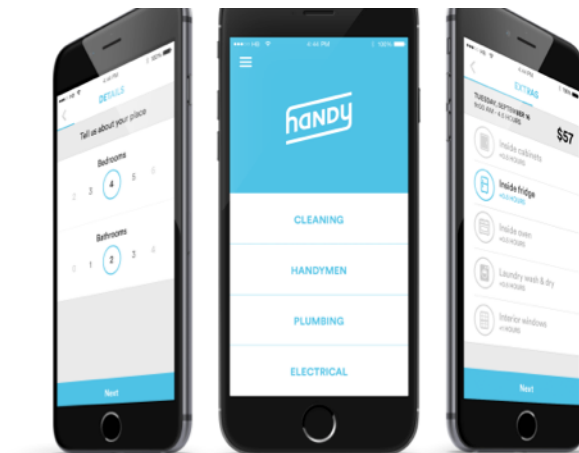
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Spend 2 hours a day on their  
smart phones



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Spend 2 hours a day on their  
smart phones

Most likely group  
to participate in  
alternative  
ownership models



Spend 2 hours a day on their  
smart phones

Most likely group  
to participate in  
alternative  
ownership models

57% are interested in  
Energy Management  
Systems



Spend 2 hours a day on their smart phones

Most likely group to participate in alternative ownership models

57% are interested in Energy Management Systems

Most likely to already own a smart thermostat



Spend 2 hours a day on their smart phones

Most likely group to participate in alternative ownership models

57% are interested in Energy Management Systems

Most likely to already own a smart thermostat

Most likely to buy a solar system





Spend 2 hours a day on their smart phones

Most likely group to participate in alternative ownership models

57% are interested in Energy Management Systems

Most likely to already own a smart thermostat

Most likely to buy a solar system

Most likely to purchase an EV



Wouldn't it be nice...

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\$7 billion = <1%

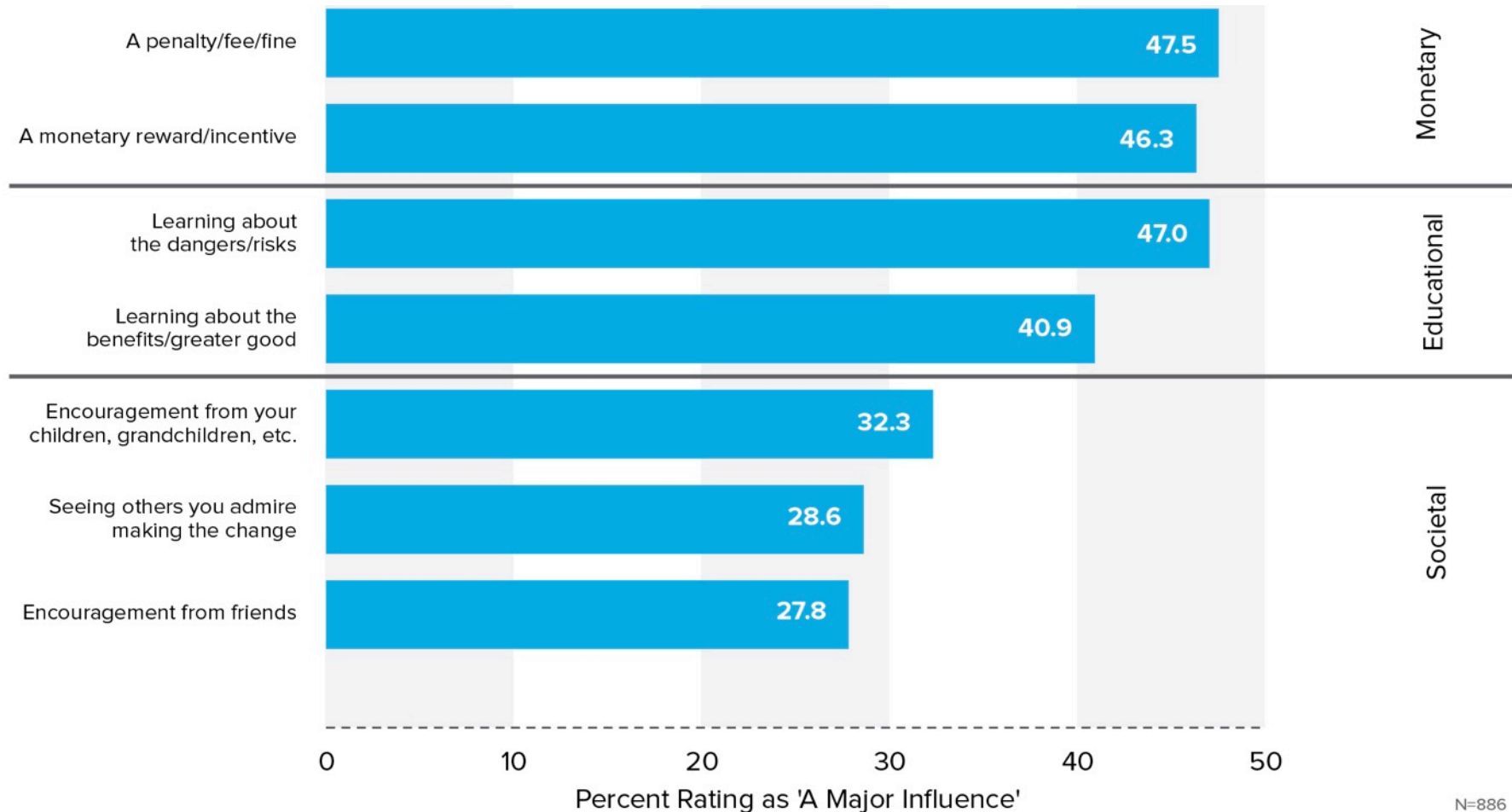
EERE estimate of homes that have been retrofitted to save energy

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For most, it would take a monetary impact to spark behavior change.



Rate how much the following things would influence you to change a behavior to help the environment.

greenlivingpulse  
2012

# Make the “bad” option less convenient

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# Takeaways

# Takeaways

- People want efficient homes and buildings
- They're now skeptical of energy efficiency/save money claims and simply expect homes and buildings to come already efficient
- We can work to motivate them to increase efficiency on their own
  - Wake them up to the fact that they have a problem
  - Talk in normal, human terms; avoid industry jargon
  - Push increased comfort for the family, healthier for everyone in the home, controlling energy bills, less waste and better resale value
  - Deliver the right message to the right segment
  - Create specific, logical action steps forward for folks
  - And we'll continue to get about 1-2% adoption/year
- Or we could also “do it for them”
  - Raise the standards/codes
  - Create carrots AND sticks
  - Make the “bad” option less convenient

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# Discussion



# Thank you!

Suzanne Shelton  
865.524.8385  
[sshelton@sheltongrp.com](mailto:sshelton@sheltongrp.com)